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520 South Princeton Avenue

The Villa Park Evergreen Company

Villa Park, Illinois

MAY 10

U. S. Department of Agriculture

Spring 1938

To our Old and New Customers:

Each year since we started, our business has shown a definite increase in volume. Even during the depression our business has steadily grown, thanks to the everincreasing number of friends and satisfied customers. To them and to our prospective customers we dedicate this bulletin.







New and rare evergreens are listed, also many valuable Special Offers. Prices are still low, so that almost anyone can afford to plant at least a few evergreens. The trees we sell are not small seedlings, but sturdy, several times transplanted evergreens with an especially well developed root system. Most of them are large enough to be planted around the home.

Even a few evergreens will add distinction and beauty to your home and also increase its value.

May we again advise you to send orders early as in the last few years we were completely sold out before the end of the season.

Very truly yours,

THE VILLA PARK EVERGREEN COMPANY

2 <u>Pfitzer Juniper</u> 1¼ ft. spread  1.00 Post Paid	2 <u>Hemlock</u> 1¼ ft. high  1.00 Post Paid	2 <u>White Fir</u> 1½ ft. high  1.00 Post Paid
3 <u>Mugho Pine</u> 8-10 inches spread  1.00 Post Paid	2 <u>Black Hill Spruce</u> 1¼ ft. high  1.00 Post Paid	5 <u>Scotch Pine</u> 1½ ft. high  1.00 Post Paid

Our Colorado Blue Spruce Offer



Colorado Blue Spruce

The Colorado Blue Spruce is really the aristocrat of the evergreens. Its shiny blue color is a sight worthy to behold. Wherever planted the Colorado Blue Spruce will always be a mark of distinction. Its growth is upright and conical, rigid, stern and unyielding. It will do well in any situation.

3 COLORADO BLUE SPRUCE

Fine bushy trees, 7 years old, 3 times transplanted, average height 1 foot. The biggest value ever offered.)

3 FOR ONLY.....) **\$1.00**

Post Paid

The color of the Colorado Blue Spruce is similar to the "Bloom" or sheen on a grape or plum. It is a powdery substance that can be wiped off the needles. This accounts for the trees losing color after a hard winter of snow and ice. The new growth again shows the blue color, which gradually changes during the season until only a bluish tint remains. The trees we offer are grown from seed taken from especially selected Blue Spruces. It must be remembered that only a certain percentage will grow into "Blue Shiners." In young trees the blue color is less distinct but should get more pronounced as they grow older. We mention these facts so that our customers will not be disappointed upon delivery of the trees.

TO OUR FRIENDS,

OLD AND NEW

Our evergreens can be successfully transplanted in Spring and in Fall. The Spring planting season starts about the first of April and lasts until the beginning of June. The Fall planting season starts early in September and lasts until the ground freezes solidly.

Our trees are packed in damp moss and wrapped in waterproof paper. Shipment will be made at the proper time for planting.

If any stock proves untrue to name it will be either exchanged or purchase price will be returned, but in no case will we be responsible for any sum greater than the original purchase price.

We guarantee our trees to be free from disease and in the best growing condition, but we do not give any guarantee as to the growth of stock. Your care will determine your success in growing any plant or tree.

No order accepted under \$1.00 and please do not send stamps.

We will pay all shipping charges except were noted otherwise.

Detailed planting instructions are furnished with each order.

DOGS AND EVERGREENS

Dogs continuously harm evergreens, in fact many a fine evergreen has been destroyed by dogs.

Various protective means have been employed, however most of them have been of little or no avail.

The United States Department of Agriculture has made some researches along this line and suggest the use of a Nicotene Sulphate spray to solve this problem and reports that its use is very effective. Dogs and also cats will find the odor of Nicotene Sulphate very repulsive and will avoid the neighborhood of the sprayed areas.

Nicotene Sulphate for this purpose comes in a 40 percent solution. A few drops of this solution in a pint of water will make a strong enough spray to keep dogs away from evergreens, shrubs or flowers. It will not hurt the plants, in fact it will be beneficial as it kills many kinds of insects and pests.

We have prepared a special outfit consisting of 2 ounces of 40 percent Nicotene Sulphate, a strong hand sprayer and a medicine dropper with all necessary instructions. The price is \$1.00 per outfit. It cannot be shipped by mail, but will be sent by express, not prepaid.

**KEEP DOGS AWAY FROM
EVERGREENS**

PLANTING

DIRECTIONS

The chief care to be taken during planting operations is to prevent the drying out of the roots. The fine rootlets of the young trees are extremely delicate and may be seriously injured even by a few minutes exposure to the sun or drying winds. It is best to keep the trees in an ordinary pail with enough muddy water to cover the roots. Trees should not be kept lying on the ground while a hole is being dug.

The hole should be made large enough to receive the roots without cramping them. The roots are inserted in the hole, spread out and loose soil firmly tamped with the hands. The tree should be set upright and planted to the same depth at which it grew in the nursery. This depth is indicated by a ring of light bark around the tree at ground level.

A test of proper planting is to give each tree a slight tug after setting. If the tree pulls up, it is not properly set. Failure to set the tree firmly and at the right depth usually results in death or stunting. After the tree is planted it should be watered and judicious watering should be done at least once each week, especially during the first year. Keep the ground around the tree cultivated. It keeps the weeds down and preserves the moisture.

Would You Like To Save \$2.00

Here is an offer of unusual value and we urge our customers to take advantage of it. The fine qualities of the Japanese Yew are being more and more appreciated. Up to the present the prices for Japanese Yews have been rather high. Our Special offer brings them within the reach of every lover of evergreens. No matter where you live, no matter how many evergreens you have, be sure to order this Special Bargain as such value can never be offered again.

If you will send the coupon below with \$2.00 we will ship to you at the proper time for planting the following varieties of the Japanese Yew:

1 Japanese Spreading Yew	}	Average height
1 Japanese Upright Yew		or spread
1 Japanese Dwarf Yew		1 - 1½ ft.

Fine bushy specimen, large enough to be planted around your home, ready for immediate landscape effect. Actual value several times the price asked. You will save at least \$2.00.

Only 500 of these Bargains are offered



Japanese Spreading Yew



Japanese Upright Yew



Japanese Dwarf Yew

Send your coupon at once. Your order need not be limited to \$2.00. Be sure to return coupon as no order will be filled without it.



Villa Park Evergreen Co.
520 S. Princeton Ave.
Villa Park, Illinois.

Gentlemen: Enclosed find \$ for which send to me at the proper time for planting Japanese Yew Trio (1 Upright, 1 Spreading, 1 Dwarf), average height or spread 1 - 1½ ft. (3 for \$2.00 postpaid).

Name.....

Address.....

Date.....

City.....State.....

Evergreen-Seedlings

We have had so many requests for Evergreen Seedlings that we have decided to offer some this Spring. If you are interested in this small size of evergreens here is a chance to obtain some at very reasonable prices.

These seedlings are 2-3 years old, have a strong root system and their average height is 3-6 inches. They will be shipped with the roots wrapped in wet moss, sent by parcel post prepaid. They come in bundles of 25 and orders of less than 25 of one variety will not be filled.

Evergreen Seedlings.				25	100
Balsam Fir	3 years	3-5 "		\$1.50	\$ 5.25
White Fir	3 "	4-6 "		1.50	5.00
Douglas Fir	2 "	3-6 "		1.50	5.00.

Black Hill Spruce	2 "	2-3 "		1.00	3.50
Norway Spruce	2 "	3-5 "		1.00	3.25
Colorado Blue Spruce	2 "	3-5 "		1.70	6.00
Jack Pine	2 "	6-10 "		1.00	3.00
Mugho Pine	2 "	2-3 "		1.60	5.50
Austrian Pine	2 "	4-6 "		1.50	5.00
Scotch Pine	3 "	6-8 "		1.50	5.00
Am. Arbor Vitae	3 "	4-6 "		1.25	3.50
Pyramidal Ar. Witae	3 "	3-6 "		1.35	3.75
Scotch Heather	3 "	4-8 "		2.00	6.50

Complete planting directions will be furnished with each order.

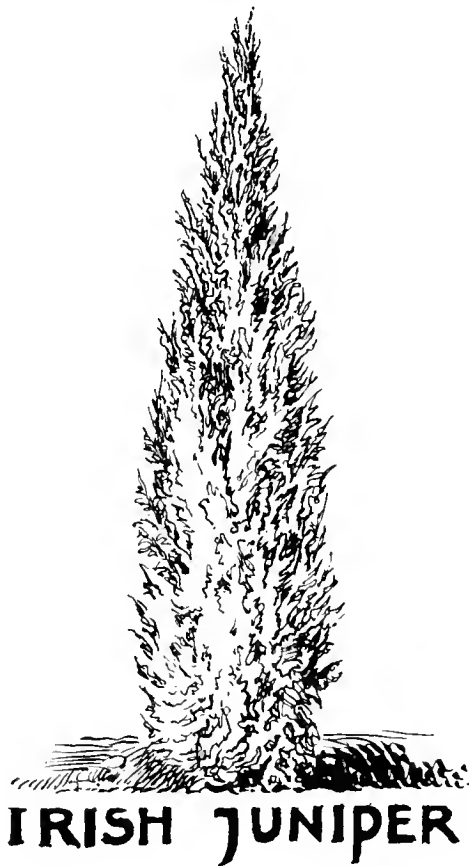


White Fir * Colorado Blue Spruce * Scotch Pine * Arborvitae

Extra Special

3	Irish Juniper	1	00 post paid
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Sturdy trees -----Twice transplanted----- 1-1 $\frac{1}{4}$ ft high.
Strong root system-----Ready to grow fast.

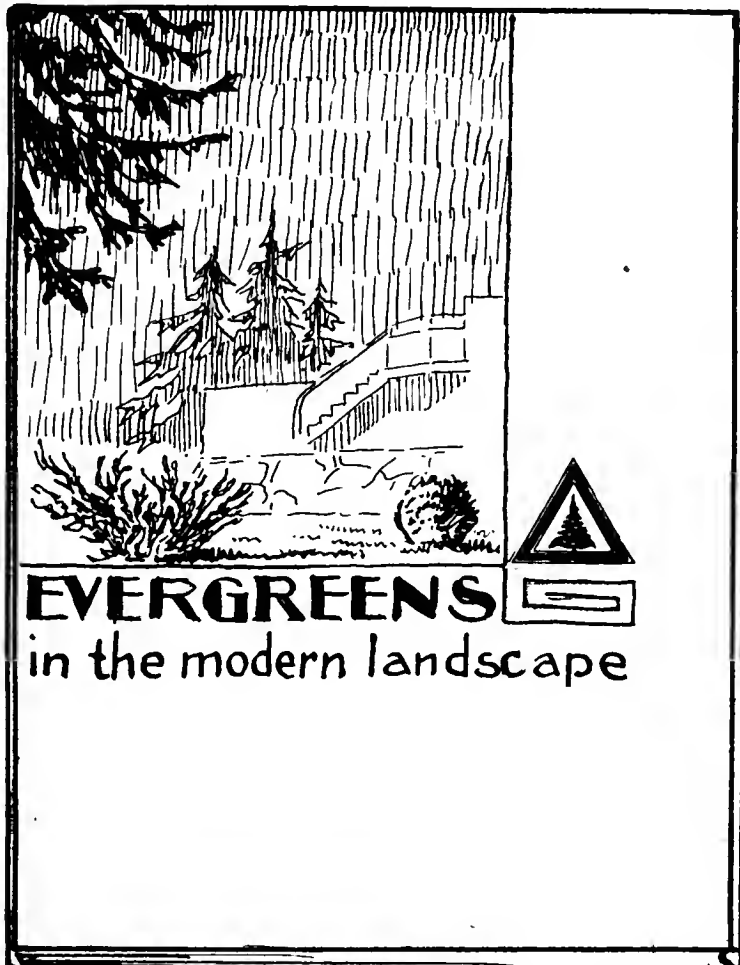


IRISH JUNIPER

The Irish Juniper we offer makes a perfect narrow compact column without shearing. Resistant to cold, heat and drought. Will thrive in almost any situation where there is normal sunlight. Foliage bluish green. The Irish Juniper is always an object of admiration.

A REAL BARGAIN!

A New Booklet on Evergreens "Evergreens in the modern Landscape"



price
25¢
post paid

with over 50
illustrations

Some chapters included are:

Evergreens in the Foundation Planting
Specimen Planting
How not to Plant
How to Plant the North side
Care of Evergreens in Summer and Winter
The Back Yard
And many other interesting subjects

No homeowner can afford to be without
this instructive booklet.
It will help to beautify your home

Virginal Juniper

A New Evergreen

recently introduced from Japan

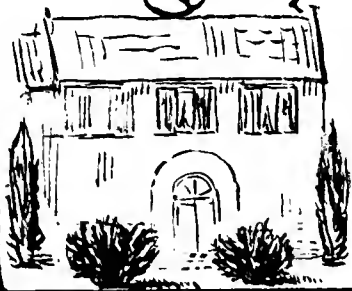
A semierect form with dark green foliage. An outstanding

Juniper with exceptional merit.

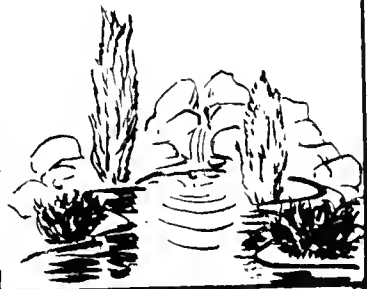
It is immune from attacks by red spider and other pests, will

withstand severe draught and extreme cold temperatures

Virginal Juniper
in Foundation
Planting



Virginal Juniper
around a
Pool.



The use of Virginal
a walk or path



Juniper along
is very effective

Do not miss

this offer!

2

VIRGINAL JUNIPER

compact bushy specimens.

3 X transplanted.

Average height 1 1/4 feet.

1 post paid



